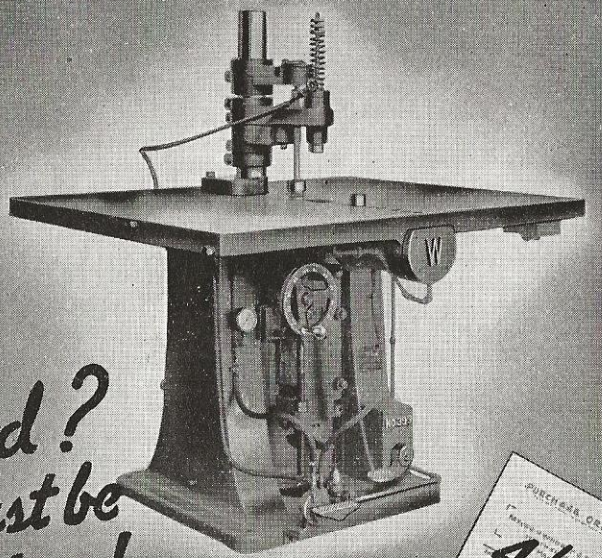


WHITNEY Number 393 AUTOMATIC SHAPER

3 REPEAT ORDERS...
in 11 months
It must be good!

*Good?
it must be
Better!*



REPEAT ORDERS tell the tale! The proof of this machine is in the using. It took a salesman to sell them their first machine—the machine itself sold three more in 1939 to the same organization, and still three more in 1940. There is no substitute for reliable performance.



BAKTER D. WHITNEY & SON, INC.
WINCHENDON MASSACHUSETTS

WOOD-WORKING and the Defense Program

PART III—ADJUSTMENTS

By AL BERNSOHN

ALL sorts of changes have already been made in our methods of doing business. Fortunately they've been coming gradually enough to allow us to make at least partial adjustments to the new wartime economy. The changes in business are far from complete yet, however, and it might be well for wood-workers to try to get a glimpse into the future and into the other fellows' businesses so they can jockey themselves into as favorable and potentially useful positions as possible.

A distiller comments on the shortage of fibreboard. He contends that wooden cases increase the weight of the packages, shipping costs go up and therefore prices must rise. Three businesses, in this random instance, affect that of the wood-worker. If paper is scarce he might do well to put real selling effort behind his wooden containers. Possibly the shipping companies will listen to his arguments that wooden cases should reduce insurance costs, narrowing the difference in rates.

Without being overly speculative, and remembering that tides are shifting rapidly, we can get some indication of what to look forward to by comparing present defense agencies with those in existence during the last war, and with corresponding ones in embattled countries.

One agency that has tremendous potentialities as an outlet for the production of the wood-worker is the Council of National Defense. This civilian defense unit under Mayor LaGuardia of New York has hardly reached the public consciousness at this stage. States have passed legislation setting up state councils of defense. Under these are smaller units of counties, parishes, cities or villages. This small unit size is particularly useful because of the variety of defense problems arising in the different areas.

Taking as a sample division, the Illinois State Council of Defense, we have an organization formed as a result of the passage of Senate Bill 154, introduced to the 62nd General Assembly last February. It's the organization to head care of civilians in case we are attacked. Today the Illinois Council occupies just one suite of offices at 120 South LaSalle St., Chicago. There's no frantic amount of excitement charging through the place. Yet during the last war it expanded from just a small set-up to one occupying six entire floors! It extended protective arms around every community in the state.

Under the auspices of this state unit, a weekly radio broadcast is handled over station WBBM, helping prepare the local citizenry for civilian defense.